AI Infused AI Infused AI Infused AI Infused

OneTick
Career Development Center

BECOME AN AI POWERED

DIGITAL MARKETER

In Just 24 Weeks

GET JOB READY

AI-Infused Training

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Mapping your Digital Marketing future!!

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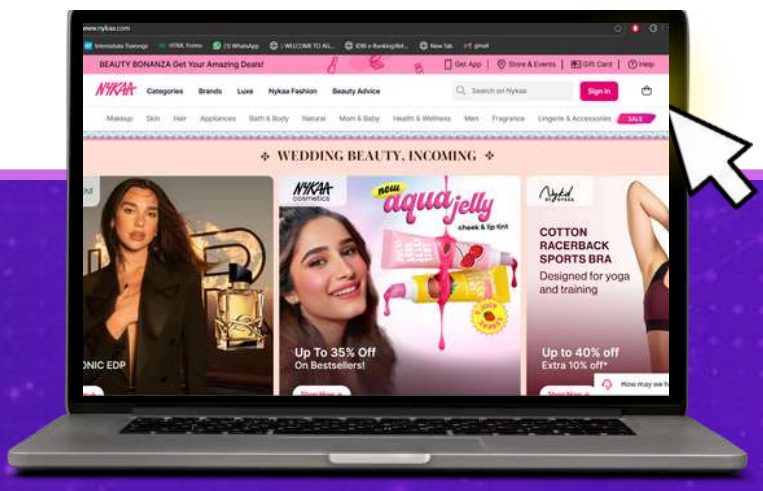
Digital Marketing: Overview

Ever wondered how brands like Amazon, Zomato, Swiggy & Nykaa reach millions of customers every day?

Imagine this: millions of people visit *Nykaa* every day.



From Google searches to Instagram reels, email campaigns to paid ads — every click, view, and conversion is powered by smart digital strategies.

That's the power of **Digital Marketing**

How does it all work?

Search Engines (SEO & Google Ads)

Help brands rank on Google and attract high-intent users.

Social Media Marketing

Instagram, Facebook, LinkedIn & YouTube build brand presence and trust.

Paid Advertising (Performance Marketing)

Help brands rank on Google and attract high-intent users.

Content & Email Marketing

Turn visitors into loyal customers with storytelling and automation.

Now add the power tools

AI Tools, Analytics, Automation & Strategy That's what turns a marketer into a growth expert.

Are you ready to build brands, generate leads, and drive real business results?

Why choose Onetick CDC?

Faridabad's No.1 Institute

Faridabad's No.1 IT Training Institute

4.8/5 Student Rating | AI-Integrated Programs

No.1 in Faridabad | 4.8/5 Rating | AI-Driven Training

Your Success is Our Mission

OneTick CDC's Skill-First Pedagogy

Project-Based Learning

Engage in real-word projects, especially designed to enhance your critical thinking, collaboration, and problem-solving skills

Build brand awareness and generate qualified leads using Instagram & Facebook.

Drive website traffic and conversions using SEO + Google Ads.

Industry-Ready Curriculum

Designed as per industry standards, covering core web technologies with practical implementation.

Module 3

Social Media Marketing

- Google Ads & Meta Ads
- Campaign structure & creatives
- Google Analytics & conversion tracking
- Budget scaling & ROI tracking
- Email & WhatsApp marketing
- Instagram & Facebook marketing

Doubt Resolutions

Clear your doubts during live sessions with experienced mentors. All your queries are addressed promptly to ensure smooth and effective learning.

Deep Dive with Assignments

Work on structured assignments and real-world problems to reinforce concepts and gain hands-on experience.

Our learners are working with leading brands.

IBM, Microsoft, wipro, HCL, Government e-marketplace, group bayport, WebzTechie, unipro, SYNRAM Technolab EVOLVING SERVICES, i2i TECHNOLOGIES, AIR FORCE CYBERWORX, RS TOP CODER, MAVERIC Transforming Assurance

Program Runway

Week 0

Kickoff & Onboarding

Get introduced to the program, tools, mentors, and learning roadmap.

Milestone 1 • Week 1 ~ 3

Digital Marketing Basics

Learn how digital marketing works using SEO, social media, content marketing, and ads.

Milestone 2 • Week 4 ~ 8

Social Media Marketing

Build engaging content for Instagram, Facebook & LinkedIn. Learn reels strategy, content calendars, and audience growth techniques.

Milestone 3 • Week 9 ~ 12

SEO & Content Marketing

Master keyword research, on-page SEO, blogs, and website optimization

Milestone 4 • Week 13 ~ 17

Performance Marketing

Run Google Ads & Meta Ads campaigns. Learn targeting, budgeting, creatives, conversion tracking, and ROI analysis.

Milestone 5 • Week 18 ~ 19

Analytics & Automation

Understand Google Analytics, tracking pixels, dashboards, email & WhatsApp automation.

Milestone 6 • Week 20 ~ 24

AI-Powered Digital Marketing

Use AI tools for content, ads, automation & growth strategies.Build scalable and data-driven marketing systems.

Capstone Project

Build a complete end-to-end digital marketing campaign —from strategy & content creation to ads, analytics, and reporting.

Last Mile – Interview Prep

Resume building, mock interviews, live projects discussion, and job-ready preparation.

Inside the Program

What you'll experience at OneTick CDC

- Live Sessions
- Doubt Sessions
- Quizzes
- Projects
- Assignments
- Cheat Sheets
- Case Studies
- Notes

Curriculum Outline

Milestone 1

Digital Marketing Fundamentals

Duration: 3 weeks

Build a strong foundation in marketing concepts, digital channels, customer journey, and funnels. Understand how SEO, social media, content, and ads work together to drive growth.

2 Projects | **3 Assignments** | **2 Quizzes**

Module 1

Digital Marketing Overview

- What is Marketing & Digital Marketing
- Digital vs Traditional Marketing
- Scope & career opportunities
- Digital marketing platforms
- Latest trends

Module 2

Search Engine Basics

- What is a search engine
- How search engines work
- Crawling, indexing & ranking

Projects

Digital Marketing Strategy Blueprint

Create a basic digital marketing plan for a local business (target audience, platforms, goals, funnel).

Milestone 2

Social Media & Content Marketing

Duration: 4 weeks

Learn to create engaging content for Instagram, Facebook, and LinkedIn. Build brand presence, plan content calendars, and grow audiences using organic and paid strategies.

2 Projects | **3 Assignments** | **2 Quizzes**

Module 3

Social Media Optimization (SMO)

- Business page creation
- Social media posting optimization
- Content formats & posting strategy
- Boosting posts

Module 4

Social Media Marketing (SMM)

- Meta Ads account setup
- Audience creation
- Ad creation & setup
- Ad optimization techniques

AI Layer

- AI tools for post ideas & captions
- AI creatives for social media

Projects

Social Media Growth Campaign

Plan & execute an Instagram/Facebook content calendar with organic posts + boosted ads.

Milestone 3

SEO & Content Marketing

Duration: 4 weeks

Learn to create engaging content for Instagram, Facebook, and LinkedIn. Build brand presence, plan content calendars, and grow audiences using organic and paid strategies.

2 Projects | **3 Assignments** | **2 Quizzes**

Module 5

Domain & Hosting

- Domain name & extensions
- Web server & hosting
- Domain & hosting setup

Module 6

Keyword Research

- What are keywords
- Types of keywords
- Keyword research tools
- Keyword competition
- Local keyword research

Module 7

On-Page SEO

- Meta title & description , H1–H6 tags
- Internal & external linking
- Content & URL optimization
- Robots.txt, sitemap & canonical
- Website speed & mobile responsiveness

Module 8

Off-Page SEO

- Business listings
- Blog, article & guest posting
- Social sharing
- Web 2.0 & directory submission

Projects

Complete SEO Optimization

Perform keyword research + on-page & off-page SEO for a website and create an SEO audit report.

Milestone 4

Performance Marketing (Paid Ads)

Duration: 5 weeks

Plan and execute high-converting Google Ads and Meta Ads campaigns. Learn audience targeting, budget planning, and creative ad strategies. Track conversions, analyze performance, and optimize campaigns for maximum ROI.

2 Projects | **3 Assignments** | **2 Quizzes**

Module 9

Google Ads

- Google Ads account creation
- Search campaigns
- Keyword match types
- Ad copies (headlines & descriptions)
- Extensions & optimization
- Display ads

Module 10

YouTube Marketing

- YouTube channel creation
- Video posting
- Video SEO (title, description, tags)

AI Layer

- AI ad copy generation
- AI keyword & headline suggestions

Projects

Paid Ads Lead Generation Campaign

Run a Google Ads or Meta Ads campaign with targeting, creatives, budget & ROI tracking.

Milestone 5

Analytics & Automation

Duration: 4 weeks

Track and analyze campaign performance using Google Analytics and Search Console. Set up email and WhatsApp automation to optimize and scale marketing efforts.

2 Projects | **3 Assignments** | **2 Quizzes**

Module 11

Google Search Console

- GSC setup & linking
- Dashboard understanding
- Performance tracking

Module 10

Google Analytics

- Analytics setup
- Traffic & user behavior tracking
- Campaign performance analysis

Module 11

Email Marketing

- Email marketing fundamentals
- Mailchimp setup
- Bulk email campaigns

Projects

Analytics & Email Funnel Setup

Track a website using Analytics + GSC and design an email marketing campaign with reports.

Milestone 6

AI-Powered Digital Marketing & Monetization

Duration: 4 weeks

Use AI tools for content creation, ad copies, automation, and campaign analysis. Learn monetization models like affiliate marketing, AdSense, and freelancing to build scalable income.

2 Projects **3 Assignments** **2 Quizzes**

Module 11

AI in Digital Marketing (Advanced Layer)

- AI for content creation (blogs, ads, posts)
- AI for SEO optimization
- AI for ad creatives & copies
- AI-based campaign analysis
- Marketing automation using AI tools

Module 10

Monetization & Freelancing

- Google AdSense
- Affiliate marketing
- Freelancing platforms & career setup

Projects

AI-Based Marketing Automation

Build an AI-assisted content + email + ads workflow for scalable digital marketing.

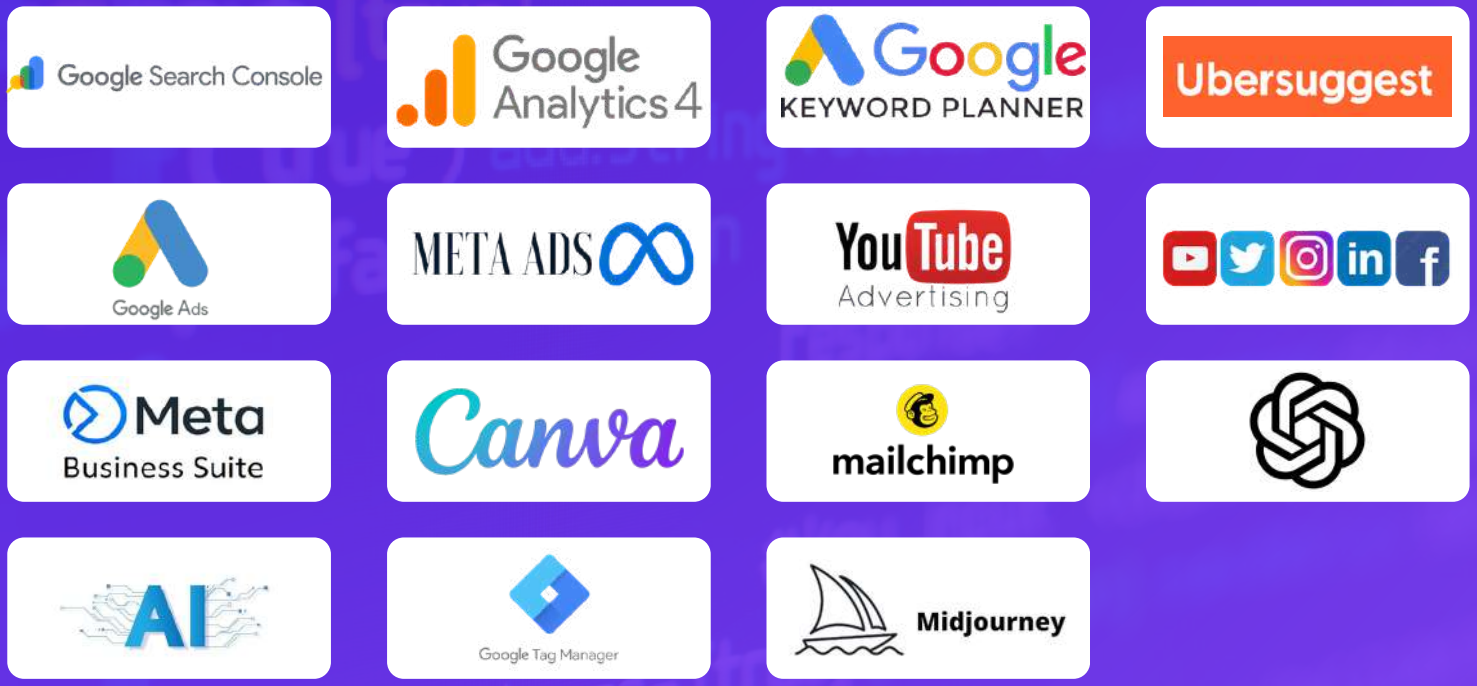
Capstone Project

360° AI-Powered Digital Marketing Campaign

End-to-end campaign including: SEO (on-page + off-page) , Social media marketing , Google & Meta Ads , AI-generated creatives & copies

Tools to Master

Tools You will Learn



Last Mile Prep

3-Stage Placement Readiness Program

for placement asssitance

STAGE 01 — Build Your Presence

Build a standout digital presence to get noticed by recruiters

- Resume Building
- Portfolio Website Finalization
- GitHub Profile Setup
- LinkedIn Profile Optimization

STAGE 02 — Pitch Perfect!

Master the art of storytelling to confidently crack HR interviews

- The Art of Project Storytelling
- HR Interview Strategies
- Hiring Manager Expectations
- Communication Confidence Building

STAGE 03 — Tech Skills Setup!

Get ready for technical rounds with real world challenges.

- Technical Round Preparation
- Hands-on Assessments & Case Analysis
- Whiteboarding Challenges
- Coding Practice

Our Impact

Driven by 100% Outcome Targeted Upskilling

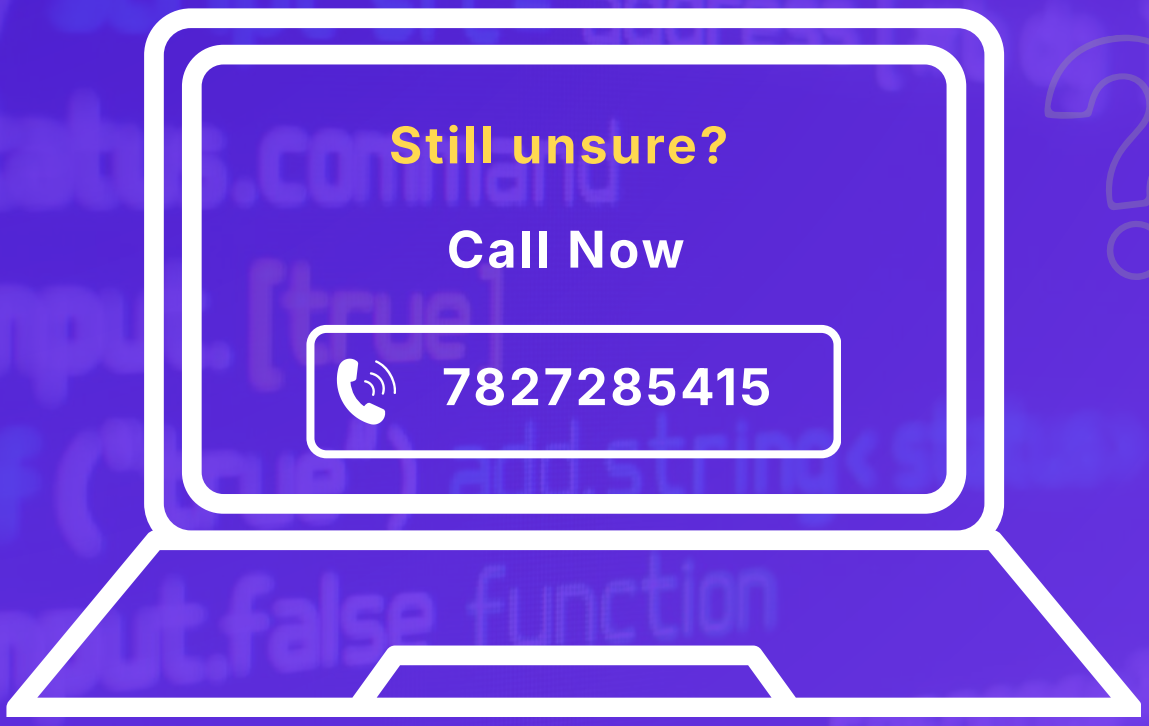
200+	₹ 14.6 LPA	100+
Aspirant Placed	Highest CTC	Hiring Partners

Go For it!

OneTick
Career Development Center

You are one step away from your dream career!

Enroll Now



For any other details, feel free to reach out.

We are here to help!